

Inter - School Sports Carseland June 1st.

The Home News

FOR -
ARDENOE
BANTREE
CHANCELLOR
CARSELAND
CHADEL
CRAIGANTLER
DALROY
DALEMEAD
IRRICANA

THE STRATHMORE STANDARD AND BOW VALLEY

The Home News

FOR -
LYALTA
LANGDON
NAMAKA
PONTING
ROCKFORD
REDLANDS
ROSEBUD
STANDARD
STRATHMORE
TUDOR

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Strathmore, Alberta, May 23rd, 1928

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INTER - SCHOOL SPORTS AT CARSELAND JUNE 1st.

The arrangements have been completed for the inter-school sports to be held, weather permitting, at Carseland June 1st. A splendid program has been arranged, and it is to be hoped that schools in the district will be represented.

The following contests have been arranged:

Fire shields to be competed for in the following classes: I, under 80 lbs.; II, under 90 lbs.; III, under 115 lbs.; IV, over 115 lbs. The school with the greatest number of points, (This shield must be to a one-roomed school). Any of I, II, III and IV may go to a one-roomed school.

Class I to be divided into three sub-classes: A, under 80 lbs., B, under 87 lbs., C, under 90 lbs.

Fourteen medals to be competed for, seven for boys and seven for girls, given to the boy or girl holding the greatest number of credits in his or her class.

First, second and third ribbons will be given to those standing highest in each event.

Competitors must be in regular attendance at school at the time of the sports.

Entry fee per room is one dollar. Entry is free for competitors. Only three from one school may compete in each event. Elimination contests should be held at the various schools. Strathmore, Carseland and Namaka may enter only three in one event. Rooms do not count as ties.

Each contestant to be weighed on Sports Day and given a card.

First counts three points, second two points, and third one point.

Events:
Boys, I, A, under 55 lbs.—tuler and shoe race, relay race, 50 yards dash, baseball throw, standing broad jump.
Girls, I, A, under 55 lbs.—50 yards dash, ruler and rubber race, relay race, standing broad jump, three-legged race.

Boys, I, B, under 67 lbs.—Boat and shoe race, relay race, 50 yards dash, running broad jump, baseball throw.
Girls, I, B, under 67 lbs.—50 yards dash, three-legged race, relay race, running broad jump, boat and shoe race.

Boys, I, C, under 80 lbs.—Wheelbarrow race, relay race, 50 yards dash, running broad jump, baseball throw.
Girls, I, C, under 80 lbs.—50 yards dash, three-legged race, relay race, running broad jump, basketball throw.

Boys, II—Relay race, 100 yards dash, standing broad jump, running broad jump, running hop-stop and jump, running high jump.
Boys, III—Relay race, 100 yards dash, standing broad jump, running broad jump, running hop-stop and jump, half mile race.
Girls, II, III and IV—75 yards dash, three-legged race, relay race, standing broad jump, running broad jump, basketball throw.

CONTRACTS LET FOR NORTHERN RAILWAY EXTENSIONS
Contracts for the northern railway extensions authorized by the Provincial Government from Whiteley to Hylthe have been awarded to Messrs. Heenan, Williamson and Brooks. It is announced by the Department of Railways that work on the extension from Whiteley will be proceeded with immediately, action on the Whiteley-Hylthe link being delayed to some extent pending the granting of the necessary charter by the Federal Government.

LADIES GOLF CLUB DRAW

Draw for Sunday, May 27th, handicapped for balls:
Miss Strong vs. Mrs. Stockton,
Mrs. Shrimpton vs. Miss McGinnis,
Mrs. Brown vs. Mrs. Lambert,
Mrs. Whitehead vs. Mrs. Chamberlain,
Miss Brown vs. Mrs. Van Tighem,
Miss Van der Doorn vs. Mrs. Perry,
Mrs. Wright vs. Miss Gibson,
Mrs. Pearson vs. Mrs. McFarland.
Draw for Wednesday, May 30th:
Capt. vs. Vice-Capt:
Mrs. Whitehead vs. Mrs. Van Tighem,
Mrs. Chamberlain vs. Miss Brown,
Mrs. McFarland vs. Mrs. Perry,
Miss Van der Doorn vs. Miss Gibson,
Mrs. Pearson vs. Mrs. Wright,
Mrs. Shrimpton vs. Mrs. Stockton,
Miss McGinnis vs. Mrs. Lambert,
Miss Strong vs. Mrs. Brown.
Please notify the captain if unable to play.

The gross score cup was won by Mrs. McFarland with an aggregate score of 371, and the consolation by Mrs. Perry with a total of 215.

Coming Events

Employe Day celebration, Strathmore, May 24th, starting at 10 a.m.
Inter-school Spelling Contest, Carseland, May 24th.

Hillie's Theatre, Tuesday, May 22, "Serving Perv"; Thursday, Friday and Saturday, May 23rd, 24th, and 25th, "Laugh, Rulers".

Inter-school Sports at Carseland June 1.

A meeting of the Bicycle Club will be held on Friday, 25th.

FIRESTONE COMPANY ENLARGES PLANT HALF-MILLION DOLLARS

HAMILTON, May 23rd.—Another milestone in Canadian industry was passed when the half-million dollar extension to the Firestone Tire & Rubber Company of Canada, Limited, Hamilton plant, was opened for operation. Since this progressive company commenced operations in Canada six years ago, they have been compelled to keep their plant going on an average of 18 to 24 hours a day. To meet the ever increasing demand for this popular tire, the plant extension has become absolutely necessary, and since an increased floor space of nearly 150,000 square feet, allowing an increase in production of 40% or 50% in a day.

With an investment now of nearly \$2,000,000 in Canada, the Firestone Company shows their faith in the future development of this country. Approximately 1,000 people are employed with an annual payroll of \$2,000,000.

The improvements in Firestone tires are the result of tire research work by engineers, chemists and designers. New methods of construction and development have enabled Firestone to give the public a new and better tire built for extra long mileage, safety and comfort.

Firestone's greatest achievement in tire building is the Gum Dipping process. By this extra process, every tire and every cord in the tire is insulated with rubber which prevents the strands chafing against each other and causing internal friction—the greatest enemy of the tire.

SAMMY MANDELL TRIMS McLARNIN

NEW YORK—Sammy Mandell will wear the lightweight crown for some considerable time. He disposed readily of his most formidable challenger last night at the Polo Grounds, when he outboxed Jimmy McLarnin in practically every round of their fifteen round fight to win the unanimous decision of judges and referee.

Jimmy never looked like the winner. He found himself tied up at every attempt he made to get in close enough to land a hard right or left.

Mandell, smiling, suave, ably, elusive and a phantom at long range, stuck his left hand into Jimmy's face so often that by the end of the third round he had closed one of Jimmy's eyes, and before the end of the fight had almost closed the other.

Mandell Unmarked. Mandell left the ring absolutely unmarked and still smiling. McLarnin's eyes were bloodshot and his body ached. His lips were lacerated. He was a beaten boy.

For the most despicable fighter that I have ever seen. In the gymnasium, he looked an easy mark for a left hook or a straight right. In the ring he is a moving shadow, a wallah, a snatching, smiling ghost. He made McLarnin miss so often it was pitiful.

From the opening round, when Mandell danced nimbly toward his younger and hilly dangerous opponent, the champion never forgot for a single moment that he was the title holder, and that it was up to Jimmy to dethrone him. He fought cautiously, was mostly on the defensive, and several times was warned by Referee Louis Macdonald for holding.

Eluded Opponent. For the swift, fifteen rounds, Jimmy chased his elusive and unattainable opponent. Occasionally he caught him with jolting blows to the body. Mandell easily beat him in the punch.

As early as the third round, Mandell's countering tactics had Jimmy's left eye swollen to twice its normal size. It was closing fast. The Mandell did with a damaging right cross that sped with the swiftness of a right shot.

Jimmy's nose was bleeding and he was rubbing Jimmy away with a left hand that worked with the dash and abandon of a straight eight.

The picture for Jimmy's supporters was dismal after the third round. The challenger had nothing that the champion couldn't accept and receipt in full almost before the goods arrived.

Ducks With Grace. He was dancing, bobbing and dodging with all the grace he showed in the first flashing round at the end. He wasn't tired. He was unhurt. Jimmy never connected with a hard right above the ribs all the evening.

"It 'im on the chin," it 'im on the chin," Pop Foster was yelling weakly from his corner. "You can't penetrate the champion's matchless defense. He gave all he had superbly countering."

M. D. BOW VALLEY HELD A LONG SESSION

A regular meeting of the Council of M. D. Bow Valley, No. 219, was held in the Municipal Office, Strathmore, on Thursday, May 17th, 1928, commencing at 10:30 a.m. All Council members present.

The statement of the Returning Officer regarding the election in Divisions No. 1 and 2, was read to the Council. The new Councilors, Messrs. J. M. Christensen, and A. Phillips, had subscribed to the oath of office prior to entering upon their respective duties.

The Minutes of the previous meetings were adopted as read.

Articles of Agreement with the Dept. of Public Works for Secondary Road Grant were approved by the Council.

Mr. W. H. Groves was engaged as the graderman on the 12 foot grade for the extension of the road.

Advertisement calling for tenders for the construction of the grade over the coule on the road between N. E. 11 and N. W. 12 24 W. 4, was submitted inserted in the Strathmore Standard. This advertisement may be seen elsewhere in this issue of the Standard.

The purchase of a barrel of Atlas Non-Poisonous Weed Killer was authorized. This to be shipped to Strathmore and tested.

By-law No. 58 was introduced into the Council and passed at this meeting. This By-law authorizes the purchase of a second hand Street Sweeping Grader for the general use of the Municipality.

By-law No. 59, to authorize the purchase of two road maintainers, was introduced in Council and passed. One of these maintainers will be purchased under Division 6 and the other in Division 5.

The Council agreed to accept the offer of the C.P.R. Co. to ditch the road in P. E. 23 24 W. 4th, and the municipality supplying 60 culverts and spreading the excavated material on the road.

Statement of finances of the municipality as at April 30th, 1928, was submitted to the Council and received.

The following were the rates of pay for day labour set by the Council for the 1928 season: man, \$3.00 per day; man and team, \$5.00 per day; man and four horses, \$7.00; foreman, \$4.00 per day; horse, \$1.00 per head per day; all for a ten hour day.

Purchase of the 1928 amendments to the Statutes of Alberta, 1922, was authorized. These to be kept for the use of any ratepayer in the Municipal Office.

Contract for the construction of the Secondary Roads was awarded to A. Johnson of Strathmore P. O., at the following prices: per cubic yard common excavation, 35c per cu. yard loose rock, 85c per cubic yard crushed rock, 10c per cubic yard.

It is estimated that the water power to be developed will be 100,000 horsepower between 100,000 and 150,000 horsepower.

It was the champion de treading his crown. Jimmy's bawling rashes, in the latter rounds seldom flattered him.

"Tell them I gave my best," Jimmy said, after the fight, speaking through lips that hardly functioned. "I gave all I had, but it wasn't good enough. Mandell has a wonderful defense."

Over the radio, Mandell said, "I met the greatest boy in the world, I was lucky to beat him."

CHANGES IN UNIVERSITY STAFF ANNOUNCED
A. E. Ottewill, who recently lectured



R. A. C. BANGS SPEED ATTEMPT Captain Malcolm Campbell, British famous racing motorist, cannot attempt to break the world's motor car speed record on the Pendine Sands, as the Royal Automobile Club has placed a ban on it as unsafe. Campbell is determined to get the record back and will go abroad to do so. Two famous motorists came to grief at Pendine last year. Parry Thomas lost his life and Farnett narrowly escaped death: of these sands.

Carseland vs. Meadowbrook

On Sunday last Carseland took the long end of a 118 to 130 score, against Meadowbrook at Carseland. For almost the first four innings it looked like Carseland had things their own way as they were outgunning Meadowbrook's offerings high wide and handsome. Along about the fifth innings Philip "Pete" for Carseland yanked himself when the Meadowbrook boys began to hit his "submarines". Just at this time the Meadowbrook pitchers lightened up considerably to hold the local boys to a few scattered hits. In the eighth innings Meadowbrook changed pitchers, and then the day-long went up, the Carseland boys going on a regular merry-go-round for runs. In the eighth and ninth innings Meadowbrook used three pitchers, but without effect.

It is to be observed that no reflection is cast upon the ability of any of the pitchers as time and again the fielders booted the ball to let a try be converted into an error. This happened consistently on both sides. Guess the boys had not gotten used to the hot weather yet. We hope to see these boys in action again fighting a tight ball, and we are sure the game will be much more interesting to watch even if there want to be some.

A very good crowd watched the performance and contributed many shillies to the good of the cause.

PARACHUTES FOR PLANES?

TESTS NOW UNDER WAY DAYTON, O.—Mammoth clouds of white silk, with airplanes dangling below, may soon be seen in the skies above Wilbur Wright Field. Army experts, having seen the satisfactory results of "chutes" in saving airplanes, are now designing and experimenting with the same thing on a larger scale.

The big parachute, instead of merely safeguarding pilots, will carry the entire ship gently to earth. Heretofore, fliers have slowly descended with the aid of silk parachutes while the disabled plane dashes to destruction.

REMEMBER EMPIRE DAY, THURSDAY, MAY 24TH, 1928

Very Complete Data Regarding Garnet Wheat

In a bulletin entitled "Garnet Wheat" published by the Dominion Department of Agriculture, Ottawa, in the early part of 1927, fairly complete data were submitted regarding the field performance, as well as the baking value of this new variety, as judged by its behaviour up to and including the crop year of 1925. On the basis of this data it was concluded that Garnet is entitled to be classed as an early maturing, high yielding wheat of fair strength of straw, good weight per bushel and excellent colour of grain. In milling and baking qualities there did not appear to be any very significant difference between this variety and Marquis, except in colour of flour and crumb. In this respect Marquis gave a whiter colour than did Garnet.

As regards rust resistance, Garnet did not display any particular ability to resist those physiological forms of stem rust to which it was subjected at the Rust Laboratory at Winnipeg and it demonstrated no special ability to cope with rust successfully under field conditions. The fact that it matured from a week to ten days ahead of Marquis, however, created a hope on the part of the authors that the variety might be of value in rust areas by partially exceeding this disease owing to its ability to mature early.

Results in 1927
In 1927 Garnet was subjected to still more complete tests and exacting tests, the results of which confirm to a remarkable degree the conclusions summarized in the bulletin above referred to.

As regards yield, Garnet undoubtedly is entitled to rank among the most productive of our Canadian wheat varieties, especially in districts for which it is adapted. In Alberta and in parts of northern Saskatchewan particularly some outstanding yields have been recorded, but in districts suffering from stem rust, results have been much less encouraging. It would appear in fact that while this variety may frequently escape rust by reason of its early maturity, it is not suitable for growing in districts liable to rust epidemics.

In weight per measured bushel Garnet again has averaged slightly higher than Marquis in spite of the fact that the kernel has been smaller in most cases. The difference, however, can hardly be regarded as significant.

In percentage of flour extracted from a given quantity of wheat Garnet has slightly exceeded Marquis, although here again the difference is not great enough to be significant.

In hardness of kernel Garnet undoubtedly is entitled to produce a more vitreous kernel than is Marquis and appears also to hold its colour better under adverse weather conditions. In districts where Marquis

is inclined to produce starchy or "pie meal" kernels Garnet appears capable of producing grain of better quality in most cases. This would suggest that in such districts a higher grade of grain in general, may result from the use of Garnet.

Baking Qualities

Baking tests conducted by the Cereal Division at Ottawa and elsewhere during the past season have given results which compare closely with those recorded in the original bulletin. These results indicate that the chief point in which there appears to be any significant difference between Marquis and Garnet is in colour of flour and crumb.

In spite of the fact that practically all of the large Canadian as well as Old Country mills employ various stages of "maturing" processes which also whiten flour, Canadian millers appear to have a rather strong prejudice against any variety which produces flour less white than Marquis. While the interest of millers in this country must receive every consideration, yet the fact that so large a proportion of our annual wheat crop (60 to 65%) is exported, the fact that the Government is endeavouring to secure customers should occupy an important place in determining the question as to how far Garnet should be encouraged in this country.

In order to obtain this information two different shipments of flour have been made to England during the past season. One of these shipments was sent to Mr. A. E. Humphries, co. Coles Ltd. Milling Co. Ltd., Ladbroke Station, England, while the other was consigned to Mr. J. M. Field, a large flour importer of Liverpool.

Report from Dr. Humphries
Dr. Humphries who, through his long association with the National Association of British and Irish Millers and Bakers is currently able to pronounce upon matters of this kind, submitted a most exhaustive report covering all of the various points which have any bearing upon the question of quality in flour and bread. The flour consigned to Dr. Humphries consisted of 250 pounds of sub-sampled material from Garnet and a similar quantity from Marquis, both having come from flour grown on the same land at the Experimental Station at Aylesham, Essex, in 1925.

Dr. Humphries has summarized his report in the following words: "Apart from the point of colour of flour and bread the differences I have found are small, sometimes in favour of one variety and sometimes in favour of the other, and seeing that the bleaching of flour is so generally practiced in this country, where the two varieties are likely to be used, I am of the opinion that Garnet, inasmuch as it seems to favour the interests of the baking short work, is recommended at any rate in those parts of the Dominion where its virtues will be appreciated by the producer."

Report from Mr. Reid
The shipment to Mr. Reid consisted of 600 pounds of flour obtained from Garnet and a similar quantity obtained from Marquis. Both wheats were produced in 1927 on the Experimental Station at Scott, Sask., and both were milled to receive the same commercial grade, namely, No. 2 Northern.

Both wheats were ground by the same mill and under the immediate supervision of a representative of the Cereal Division, Experimental Farm, Ottawa.

Mr. Reid, co-operating with Mr. Harry Scott, Canadian Trade Commissioner at the Port of Liverpool, had these two flours tested and baked by the different baking concerns in Liverpool. These subjects subjected the flours to a critical test and submitted a report to the effect that the behaviour of the two varieties. According to these reports both varieties displayed the "high strength" character of flour for which Canadian wheats generally are especially valued. Only one of the three bakers made any discrimination between the two varieties from the stand point of colour of flour or bread. In the opinion of this particular firm the flour of Garnet was considered to be worth one shilling per 250 pounds of flour more than the flour of Marquis, for which reason it is particularly partial to Kansas wheats, from which country are obtained varieties of the Turkey Red or Kanred group or type. These varieties produce flour which corresponds rather closely in color with the flour made from the average Garnet.

General Conclusions
In districts where Garnet for any reason is likely to produce grain of a higher commercial grade than are

I Saw Last Week

R. H. PATTERMORE looking forward to getting the gold and game of cricket under way, and hoping to show a few pretty good breaks to some of those Calgary birds who think they are pretty good batsmen. BILL WILKINSON wishing that it was Empire Day so that he may have a day's rest. COUNSELLOR WHEELER receiving congratulations upon his birthday. R. H. PATTERMORE indulging over his garden prospects. DICK LILLY giving a demonstration of his insurance sales talk to a couple of duds. BILL SAUNDERS giving a finishing stitch upon a suit from Hawaii, reminding him very forcibly of honeymoon trips, "but what's the use," said Bill, "when you have the troubles of a baseball club on your hands, and a shattering of teams. FRED J. DENN telling himself funny stories about a former footballer he is, or was, and Percy Parish says he means "war".

JOCK TAYLOR wandering around town like a lost soul without his sidekick, Percy Parish, who is, however, returned from Cochrane, and reports that the crops do not look any too promising. Miss Nels White maintains he never saw them looking better. REXALL JED says prospects are much better in Southern Alberta. Casey Nerring calling John the Bulgarian to go with him to the races at Victoria Park, but John says he does not believe in gambling on horses. RAY MELVIN says that if he were keeping house, that he would like to reside on Third Street, and hopes some day that he may.

GEORGE QUINN telling the Mayor that some of those wood-beds did or didn't. JOHN VERMONT coining Casey Nerring to give him a trial polishing white shoes. He claims that he has a formula that is a world better, while John the Bulgarian says the best weather is affecting him.

"DADY WHITE talking to Jim Swan son and informing him that he was getting more like John Baptiste in that he didn't want to do "mailing" work. He says it was the trouble. JIM MORMAN rushing through his work so that he can get through early next Thursday in time to run down to Vulcan to see Hugh. FRED J. DENN wondering if he went up to Calgary and took a few Turkish baths, would he be able to reduce sufficiently to make the members of the big game on Empire Day. TRAINER WEARS is not too sure that he is fast enough, even if in condition. JIM GUNN inviting one of his Scotch friends in to have something, while the Scotchman accepted, saying, "I would kind of like to have a Scotchman, you'll have the same as a Scotchman, I'll, you'll have a glass. THE PEOPLE at ROCKYVIEW wondering why Jim Dunn had left the party and left the game so early on Sunday. You are wrong, the collection had nothing to do with it. SID HICK making short work of the Bill Saunders window. H. L. CASEY NERRING hustling up to get all his work finished before going up to spend a few "almshrs" at Victoria Park.

varieties such as Marquis, the former variety should be given a very thorough trial. From data thus far collected it seems safe to conclude that Garnet is not only a very early maturing variety, but it is also an inherently high yielding, almost equaling and sometimes exceeding even Marquis in productivity.

As regards the various points which constitute milling and baking quality Marquis and Garnet do not appear to differ to any appreciable extent except in colour of flour and bread. The variety Marquis is characterized by a whiter flour than is Garnet.

While Canadian millers discount Garnet at present on account of its flour colour, the English miller and baker do not appear to regard the creamy shade of this variety as objectionable. In view of the fact that Canadian wheats are always blended with English and other wheats and are valued primarily on account of the strength and stability of their gluten. In this respect Garnet excels.

The proximity of Garnet, coupled with its productivity, bids fair to have an effect on the quality of Canadian wheat in a way not fully appreciated by those who, just now, are disposed to discourage the propagation of this variety in Western Canada.

Recent analyses by the Cereal Division, of numerous shipments of such varieties as Marquis and Marquis, previous observations to the effect that certain old varieties of poor or mediocre quality and which were introduced years ago on account chiefly of their relative carcasses of maturity, still persist to a greater or lesser extent in many districts. Such varieties

Strathmore Trading Co.

"STORE OF PERSONAL SERVICE"
PHONES: Dry Goods 87 Groceries 18 Residence 88

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Strawberry, 4 lb. pail 55c
Raspberry, 4 lb. pail 55c
Loganberry, 4 lb. pail 55c
Peach, 4 lb. pail 50c

CROCKERY SPECIAL
English White Cups & Saucers 15c
Granite Creams, Vegetable Dishes, etc., from each 25c
Very Special \$1.00 Sodas, 2 boxes for \$1.05

Oranges, Sun Kist, 3 doz. for \$1.10
Lemons, large and juicy, doz. 45c
Cooling Drinks for Hot Days -
Lemonade Powder, tin 25c
Lime Juice 50c and 90c
Lemon Squash and Raspberry Vinegar
Bermuda White Onions, 2 lbs. 25c
Strawberries, Celery, Lettuce and Tomatoes arriving daily.

MEN'S STRAW HATS—Just right for the field 25c and 45c

WHEN IT RAINS—We have Raincoats, Umbrellas, etc. to keep you dry.

7% Discount on All Cash Purchases from Dry Goods, Boots & Shoes and Crockery Depts., 2½% on All Purchases from the Grocery Dept., including Flour and Sugar. 30 day accounts if paid by the 10th of the following month is considered cash.

CANADIAN PACIFIC REPORT FAVORABLE CROP CONDITIONS

WINNIPEG, Man.—Crop conditions throughout the western provinces seem as good at the present time as any of the best previous years, according to a general survey of the situation issued from the agricultural department of the Canadian Pacific Railway here today.

Soil conditions in general and land conditions are good, with ample moisture for germination. Weather during the past week has left nothing to be desired with the exception of snow in western Alberta, and soil drifting in a few districts through high winds. Farmers taking advantage of moisture conditions and clearing putting in their wheat in stable soil.

Most districts apparently have ample help and using full acreage. Seeding is proceeding on every available acre. All wheat has been put in, in many sections and if the weather holds, seeding should be completed in record time. Livestock will improve rapidly with showing of new grass. There is considerable activity in sale and transfer of farm lands throughout the west.

Manitoba has experienced excellent weather conditions all week, according to the report from the railway. Land is in good condition and one or more orders in operation on practically every farm. The Assiniboia land, however, is in poorer condition, due to floods making it difficult for farmers using tractors instead of horses to work. Wheat already in the ground ranges from 95% between Winnipeg and Emerson to 25% in the Bassett subdivision. Numerous districts report wheat seedling completed, with some making good progress. Tilling this progress throughout, wheat seeding will average from 65% to 75%. No delay is reported on account of help shortage.

Great activity is apparent everywhere in Saskatchewan, with seeding general and being pushed ahead. For the province maturity per cent is conservative estimate of the wheat in the ground. Soil conditions generally are good. Present indications point to a very early harvest.

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that wheat acreage will be considerably increased. Some drifting has been reported in some sections in the northwest sections of province, particularly in Saskatchewan and Suburban districts due to high winds. However, little damage has been done, as little or no seedbed land has been involved. Livestock is in fair condition.

With the exception of snow on the western portion of Alberta, good progress has been made, in seeding in the rest of the province. Operations delayed by the storm May 10 have been continued, and seeding is general in all districts. At present about 25 per cent of wheat is in the ground; the advancement in southern and northern sections being about even. Most provinces is made between Calgary and Red Deer where 45% of the wheat is seeded. Practically no oats or barley have yet been sown. Due to increased power facilities more ground than usual will be under cultivation. Fall wheat and rye now showing green with no signs of winter injuries. Most of the last over threshing has been completed and concentration on seeding is possible. Some shortage of help is reported in a few districts, but nothing serious.

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BABY CHICKS IN STRONG DEMAND

Over ten thousand chicks have been ordered for the past spring from the Provincial Government Poultry Plant at Oliver. Officials in charge of the plant report that the demand has been greatly in excess of the supply and that many applicants have been referred to other breeders and hatcheries for their requirements. The breeds represented in the shipments include White Leghorns, Barred Rocks and White Wyandottes.

Over three thousand chicks are being reared on the farm this spring and in view of their increasing economic importance, a beginning is being made this year with turkeys.

THE LABEL

on your paper indicates the date on which your subscription expires. If YOU are in arrears we would appreciate an immediate settlement.

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We will be glad to help you.

PHONE 17

The Strathmore Standard

Calgary edition of a Gum-Dipped Tire showing more wear and less tread loss than other tires.

Why Gum-Dipping Increases Tire Life

A tire in use is being constantly bent backwards and forwards by road conditions. This movement generates friction and heat that has a deteriorating effect unless the tire is built to withstand it.

In the carcass of a Gum-Dipped tire there is less friction to generate heat because Gum-Dipping puts a coating of new live rubber around each separate cord that keeps it from rubbing against the cords that lie next to it. It stays cooler and therefore lasts longer.

Your local Firestone Dealer will gladly advise you on your tire problem. See him today. FIRESTONE TIRE & RUBBER CO. OF CANADA LIMITED

Hamilton, Ontario

MOST MILES PER DOLLAR

Firestone

GUM-DIPPED TIRES

Firestone Builds the Daily Gum-Dipped Tire

Hughes Motors

-Rockford and Strict News-

THE LATEST V. E. RECORDS IN STOCK
 Hear Them at the Post Office.
ORTHOPHONIC VICTROLAS
 Leave Your Order Now.

BERT ERSWELL, Phone 4, Rockyford

Chevrolet Cars

— and —
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TWIN CITY
TRACTORS.
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TRACTORS.

We have now good buys
 in **USED CARS**, guar-
 anteed in A1 shape.
 Before buying see us.

F. W. Gibson, Prop.

O. GOODFELLOW, Service Mgr.

Rockyford Phone 12,

Gas, Oil, Tires, Repair.
24-hour Service.

Dr. R. D. HEWSON, M.D.
Physician & Surgeon
Phones 23 and 32, Rockyford

BAINTREE U.F.W.A.

On Thursday afternoon, May 10th, the ladies of the Baintree U.F.W.A. entertained Mrs. F. E. Wyman and Mrs. Joan Field, first and second vice-presidents of the provincial organization for United Farm Women; also Mrs. J. C. Buckley, wife of Mr. Buckley, M.L.A., of Glendon. They were entertained at the home of Mrs. Henry Godfrey, Baintree. Mrs. Wyman introduced the speakers, and Mrs. Buckley spoke briefly of women's activities and of meetings of women's clubs to be held in the near future. Mrs. Field spoke on Health and Child Welfare, and was heard with great interest and pleasure by the ladies of Baintree. Her informal treatment of the subject made it none the less vital to her listeners, who caught glimpses of great happenings in the youngest province in the Dominion: of the forward march of an organization already becoming powerful in this land; and of a personality, typical of those standing behind the organization—kindly, intelligent and forceful.

One must speak especially of the excellence of the program offered. The songs, sung by Mrs. Pat Culbert, of Baintree, and Mrs. Will Knapp, of Nightingale, were a real touch of beauty and a fitting climax for the afternoon. The pleasure they gave was all their own, to refresh our memory often.

At half past five the meeting adjourned, and a delicious buffet lunch was served by the hostess. The ladies will meet with Mrs. Charlie Conway on June 6th next.

CANADIAN EXPORTS

OF WHEAT INCREASE

HEAVILY SINCE WAR

Canada today is the dominant factor on the world's wheat trade, according to figures which reached Hon. George Healey, minister of agriculture.

Before the war, the figures show wheat came from seven sources, 24 per cent from Russia, 13 per cent from Argentina, 11 from Canada, 8 from the United States, 7 from India and Rumania and 6 from Australia.

Last year's proportions were: Canada, 52 per cent; Argentina, 13 per cent; United States, 15; Japan, 10; India, 10; Algeria, and Rumania each contributing small amounts.

The figures further show that with the elimination of Russia, Canada has taken the leading place as a wheat producer and the trade is concentrated in fewer countries.

FOR SALE: TROOPED HOUSE ON Main Street, Rockyford, fully modern, terms to the right party. Apply Ryan & Ellard, Rockyford, Phone 35. 165-2

FOR SALE: GARAGE, WITH OR without stock. Apply C. Ellard for particulars, Phone 35, Rockyford. 165-3

M. D. GRASWOLD
COUNCIL MEETING

A regular meeting of the M. D. of Grasmold was held on the 5th of May, 1928. The minutes of the previous meeting were read and approved. All members were present.

It was on motion decided that the regular meeting of the council shall be at 8 p.m. on the first Saturday of each month.

It was on motion decided that a cemetery lot in the Rosebud tract be given gratis to Mr. Daniel Vigor, due to the fact that Mr. Vigor was kind enough to donate the whole of the cemetery grounds at Rosebud.

It was moved and carried that the secretary is hereby authorized to advance to C. N. School the second payment at once.

The secretary is hereby on motion authorized to pay the rate of \$25.00 per acre for lands expropriated for the school, to the S.S. 2427-22.

A correspondence was read from H. E. Price relative to nuisance grounds at Rockford. It was on motion decided that Councillor Traver investigate what arrangements can be made and report at the next council meeting.

A letter was read from A. L. Whitham relative to a claim of John Ellis for road allowance expropriated some years ago. It was on motion decided that whereas no party adjoining this road division running east of Standen were allowed any interest, therefore Mr. Ellis was not entitled to any interest, and further that this road division is a great benefit to Mr. Ellis. It was therefore, the council is not prepared to pay above the original estimation, namely \$25.00 per acre.

A petition was read for a road to be opened to Alder School signed by a number of ratepayers. After due consideration the petition was on motion tabled.

The secretary was on motion authorized to issue a requisition check for \$14.00, due to the fact that the original check was destroyed or burned.

It was moved and carried that Geo. Strang be appointed weed inspector at \$20.00 per month. Mr. Strang is to furnish his own conveyance.

A bill for road work was submitted to the council by L. O. Hart, and it was on motion decided that the secretary pay \$200.00 on said bill.

An amendment to by-law No. 26 was introduced in open council, and after three readings was duly passed.

By-laws No. 44, 45, 46, 47, 48 and 49, relative to road diversion were introduced in open council, and after three readings were duly passed.

CANADIAN BORN
ALDERMEN ARE
GIVEN SHOCK

EDMONTON—Making a strong fight for the employment of only native-born Canadians in the civil service following a report from the committee on the present situation of the civil service, Ald. I. R. C. Dinsin suddenly found himself in disfavor with Canadian-born aldermen, who resented his remark that he "has too much respect for himself to call himself a native-born Canadian."

The report in question had been tabled without comment when Ald. Dinsin rose to move that Canadian-born should be taken care of in the civil service.

"I would like to see the job go to the boys and girls raised in this country, then to those raised in Alberta, and then to those raised in Canada," he said. "There are too many foreigners in the civil service and the heads of departments and the mayor and commissioner should be asked to see as far as possible that no native born boy or girl is without work."

Ald. Hazlett looked surprised. "What nationality is Ald. Dinsin?" he inquired.

"A Canadian," said the man I'm a

ROCKYFORD

Mrs. G. Pomroy and Chester left for Tacoma, Washington, where they intend to spend the summer.

Mrs. F. E. Carpenter and son are spending a few days in Medicine Hat.

The baseball season was ushered in locally on Sunday when the home team defeated Strathmore 3-1. It was a pitcher's duel in which Hayes had no better of Grillo. Rockyford scored one in the third inning and two in the fifth. Strathmore averted a shut-out by scoring in the eighth. A large crowd enjoyed the game.

Mrs. J. B. McQuinn and Miss McQuinn were joint hostesses at a lovely bridge and whist party on Thursday night of last week. About fifty ladies were present, including a number from Carbon and Rosebud. The bridge prizes were won by Mrs. W. A. McQuinn, Mrs. Hayes, Carl Carbon, and Mrs. Belah, and the whist prizes by Mrs. Kennedy and Mrs. Govert. A most delicious lunch was served at midnight. A number of the men also dropped in for lunch.

The new Telephone Directory Cards are now out. Please call at the office for yours.

We are glad to report that Mrs. Tom Rogers, of Swatara, who has been seriously ill, is now convalescent.

If you have any items for this column, please phone RTD.

Crops in the district in spite of the winds, are looking fine. There is still plenty of moisture in the soil, and a good rain would be very beneficial.

ROSEBUD

Mrs. Chas. Simpson had her tonsils removed in Edmonton. She will have an operation for appendicitis as soon as she is well enough to stand it. Her many friends welcome their sympathy and wish for her speedy recovery.

Fifteen numbers of Rosebud Clipper O.R.S. returned to Calgary Wednesday last to visit Bethel Church. Most of the party returned the same night or rather early the next morning.

Anyone wishing to see a novelty, just visit Mrs. N. Nicklaasen, south of town. She has thirteen coyote pups all being fed on bottles.

The Ladies Aid met on Friday at the home of Mrs. Halsheid, sixteen members being present. After the usual business the hostess served a delicious lunch, and a social hour was enjoyed.

The next meeting will be at Mrs. Constance's with Mrs. Hans as hostess. There will be a special feature, and all interested in the Aid are cordially invited to be present.

Mrs. Vigor, Sr., is having a bad time with his heart. Dr. Brown, of Drumheller, being in attendance.

Threshing is progressing favorably. It is hoped to be completed in this vicinity shortly. Most of the wheat is sown, and fields showing green. A little rain will help wonderfully just about now.

The local pastor, Rev. Percy Halstead, is in Edmonton this week, attending the Annual Conference of the United Church of Canada, but he will return for his duties next Sunday.

On Tuesday evening last a number of the local Masonic brethren motored over to Standard to pay a fraternal visit. They all speak in the highest terms of their reception and the good time they had.

foreigner," replied Ald. Dinsin, and when Ald. Hazlett murmured that he "just wanted to know," the South Side alderman amplified his statement.

"I'm not posing as a native-born Canadian. I've got too much respect for myself to do so. I'm a foreigner," he said.

Ald. J. Bowen was immediately on his feet with a protest, saying that Ald. Dinsin had done too far.

"I should think so," came a comment from the body of the council chamber where a few spectators were sitting.

WEST SHOULD HAVE AIR MAIL SERVICE

EDMONTON—Contracts have recently been let by the Dominion Government for air mail services between Rimouski and Montreal and Ottawa, and between Ottawa and Medicine Hat. The latter is in consideration the establishment of experimental services between Montreal and Albany, N.Y., and between Hamilton and Windsor, Ont. The routes to be extended and multiplied if the experiments are successful.

What plans, if any, are in mind for trying out mail services in the west have not been announced. The opportunities for experimental service in the west are so numerous that it is difficult to handle during the winter and much more so during the hot summer days. It must be kept CLEAR, COLD and COVERED.

Milk tastes good; it is easily digested and is most nourishing. It makes boys, brown and bold, and it isn't too much to say that the vigor and success of a nation depend largely upon the amount of milk it uses. Milk is the great factor of safety in life. It makes the ration complete, promotes growth and keeps the body strong. In the warm months when meat is not desired, various dishes can be made with milk, both hot and cold, and the cold ones are delicious. The housewife and mother need never worry about the question of calories and vitamins for the little folks if she feed them milk, milk that is clean, pure, CREAMED, COLD and CLEAN.

The various members of the gem family love two things: Suitable food and warmth in which to grow and multiply. Milk is to them the choicest of foods and warmth is their paradise. When the housewife buys milk she does not buy a "gem" paradise, she buys a nourishing food for her family. So she buys milk that she knows has been handled in a proper manner. She keeps it covered and cool. For those who have no refrigerator an efficient ice box can be made at home. Write to the Red Cross, 408 Clyde Bldg., Edmonton, Alta, and get instructions how to do it. Babies of delicious summer milk dishes may be had from the same source.

THE LABEL

on your paper indicates the date on which your subscription expires. IF YOU are in arrears we would appreciate an immediate settlement.

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If You Don't Know the
12 REASONS WHY YOU SHOULD PLACE
YOUR INSURANCE WITH

JONES

Watch for June 6th Issue of the
 Strathmore Standard.

H. N. JONES

Rosebud

Alberta

— Phones —

Office 18

Residence 19

evolve dishes that will be tempting and at the same time nourishing. The most perfect food we have is milk. It is the cheapest food we have, and it is of all foods the most difficult to collect, handle and transport. It requires the greatest care from cow to container, and from container to consumer. Milk spoils quickly, and any other food that is so difficult to handle during the winter and much more so during the hot summer days. It must be kept CLEAR, COLD and COVERED.

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SKETCHES OF
FERGUSON PLAN
ABOUT ST. LAWRENCE

OTTAWA—Premier Ferguson's proposal, a French project at London, to propose navigation upon the River St. Lawrence entirely in Canadian territory, the project in cooperation with the United States is condemned by Federal Government experts as commercially impossible. They say the cost would be so great that it would not be possible to market the power. Moreover, they contend the latent water powers on the river can be profitably and completely harnessed only in cooperation with the United States.

As Premier Ferguson's statement that the Dominion authorities refused to approve Ontario plans for a power development scheme involving the construction of a dam from the mainland to an island, all within Canadian territory, notwithstanding that a similar scheme on the United States side of the river was approved by the International Joint Commission, it is stated here that the Ontario plan was not a sound one, inasmuch as it violated the principle of conservation and would not harmonize with any comprehensive scheme for the development of the river as a whole. Moreover, the United States project at Massena was sanctioned by the International Joint Commission in defiance of the Canadian Government of that day.

The engineers' plan, side canals could be built in Canada, "but you would have to pump water up from Lake St. Francis, below Cornwall, to fill the locks." There is more than a suspicion that Premier Ferguson's policy was fashioned on St. James Street by the Montreal power barons, who want to exploit the river themselves and sell Ontario the surplus power. But the plan also made in Montreal.

Curiously enough, there is a report that an effort will be made to have the reference to the Supreme Court of Canada respecting ownership of the water powers on navigable streams delayed until autumn on the ground that Quebec is not ready to proceed. If this happens, no decision from the Judicial Committee of the Imperial Privy Council will be possible until next year and negotiations with the United States will hang fire in the meantime.

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CANADIAN NATIONAL EXCURSIONS

Eastern Canada

ALL RAIL OR LAKE AND RAIL

TICKETS ON SALE
May 23rd
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Pacific Coast

THE TRIANGLE TOUR — ALASKA

JASPER NATIONAL PARK

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GOOD TO RETURN
TO
OCTOBER 31st
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DURING JULY

Personally Conducted Tours

Great Britain AND Continent

— Also —

THE PACIFIC COAST

CANADIAN NATIONAL RAILWAYS

Please call and get full details from
E. M. WILSON
 Local Agent, Rockyford, Phone 47

Or Write
J. MADILL,
 District Passenger Agent
 Edmonton, Alta.

Heard on the Street

The man before the magistrate was a stranger in town, and he was miffed, indignant that he should suffer the humiliation of his present position.

"The constable seems very certain about everything connected with my case," he sneered, "but there's one weak point in his defense. Why does he not call his fellow officer to corroborate what he says?"

"There's only one constable stationed in this town," said the officer. "But I saw two last night." Indignantly asserted the prisoner.

"Exactly," agreed the policeman. "That's the charge against you."

There is a story of a dandy lady who went into the drug store and asked for one cent's worth of insect powder.

"But that isn't enough to wrap up," objected Jack Orellia.

"Man," exclaimed the dandy lady, "I'm asking you to wrap it up. Just how it down your back."

"Have you some of that gasoline that stops knocking?"

Said he: "Yes."

"Then give my wife a glass."

First Flapper: "What do you do for insomnia?"

Old Friend: "I count sheep jumping over the fence."

Hubby: "This blueberry pie looks queer, dear."

Wife: "Oh, honey, maybe I put in too much bluing."

Minister: "And so you are about to take unto yourself a new wife?"

Grav. Widow: "Good heavens!"

"Yes; what will you allow me for the old one?"

Want Advt.: One Billy goat of the milk type.

Some women acquire companionate husbands, and some marry gill players.

Customer: "Have you anything for gray hair?"

Retailer: "Nothing but the greatest respect, sir."

Bill Wilkinson says: Man comes into this world without his consent, and leaves it against his will. When he is little the big girls kiss him, and when he is big the little girls kiss him.

If he is active in politics, it is for graft; if he is not interested in politics, he is no good to his country. If he makes a lot of money, he is dishonest; if he remains poor, he is a bad manager; if he needs credit, he can't get it; if he is prosperous, everyone wants to do something for him.

If he is religious, he is a hypocrite. If he doesn't go to church, he is a hardened sinner. If he gives to charity, it is for show; if he doesn't give to charity, he is a stingy cur.

If he is affectionate, he is a soft specimen; if he doesn't care for anyone, he is cold-hearted.

If he dies young there was a great future before him; if he lives to a ripe age, he missed his calling.

If he spends it, he's a spendthrift. If he has money, he's a grafter; if he hasn't got it, he's a bum. If he keeps a racing whipper, he is too lazy to work. So what the hell is he the use of?

"Does your son ever come back to visit you, since he got in the movies at Hollywood?"

"Every summer," answered Grandma, proudly, "every summer of the three years he's been gone."

"And did he bring his wife with him?"

"Each time," she answered, "and they were three as party girls as you ever laid eyes on."

Irritable Husband (to wife driving a nail): "However do you expect to knock a nail in the wall with a clothes brush? For goodness sake use your head!"

Mr. and Mrs. Ike Rosenbaum were looking over the fashionable spring coats in an exclusive Woman's Shop.

Mrs.: "Look, Ike, here's a nice coat."

Mr.: "Oh! Oh Rebecca, but see the price!"

Mrs.: "Oh, Ike, don't be Scotch."

He: "Do you care for dancing?"

She: "No."

He: "Why not?"

She: "It's merely hugging set to music."

He: "Well, what is there about that you don't like?"

She: "The music."

A Scotchman found it necessary to notify his wife that he might not be home that evening, in which case he would phone her. That is what he told her.

"I'll ring you at 4 o'clock. When you hear the bell you'll know it's me. Don't answer it, and I'll get my nickel back."

Irato Father: "I can see right through that clowns girl's intrigue, young man."

Loveless Son: "I know, dad, but they all dress that way nowadays."

Wife: "Oh, you needn't think you're so wonderful. The night you proposed to me you looked absolutely silly!"

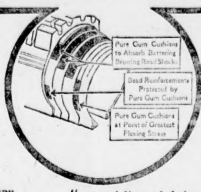
Husband: "A coincidence. The fact is, I was absolutely silly!"

Sam Jones was on the spot when the explosion occurred. He was blown up, and he couldn't find any trace of him. When his wife called, the forman said quietly:

"He's gone, maxin."

"Come," she said. "For good?"

"Well, in that direction," said the forman.



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Pure Gum Tubes

The tire, engine, and

valve have been

tested for over

and a half years

and have been

found to be

the best for your

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"second line of defense" in "GP" Tires. The cushions of Pure Gum bands placed between the cord layers absorb the bruising, battering jolts. It is this protective feature built into "GP" Gum Cushioned Tires that puts replacements far into the future. This new construction is found only in "GP" Gum Cushioned Tires. The price is no higher—see your "GP" dealer.

"Gutta Percha" Tires GUM CUSHIONED

—a wonderful cushion feature exclusive to "GP" Tires

HUGHES MOTORS

Dealers

Alberta

Strathmore,

"I Wish" Said the first little chicken With a queer little squint, "Oh, I wish I could find A fat little worm!"

Said the next little chicken With an odd little shrug, "I wish I could find A fat little bug!"

Said the third little chicken With a sharp little squeal, "Oh, I wish I could find Some nice yellow meal!"

Said the fourth little chicken, With a small sniff of grief, "I wish I could find A green little leaf!"

Said the fifth little chicken, With a little little moan, "Oh, I wish I could find A wee gravel stone!"

"Now, see here," said the mother From the green garden patch, "If you want any breakfast You just come and scratch!"

She: "Can you drive with one hand?" Frank Chetko: "No, but I can." She: "Then have an orange!"

Premier King and Hon. H. B. Bennett had a wondrous battle over immigration. Personally, we believe they should direct their attention to home production.—Hansard Mail.

"Mother," cried little Mary, as she rubbed into the farmhouse where they were visiting. "Johnny wants the telephone. He has caught the cutie black-and-white animal, and he thinks it has halitosis."—Cardston News.

Gene: "I love your dark eyes, your raven hair—everything about you, he says and we'll have a little gray hair in the west."

She: "I would, dearie, were it not for..." Gene: "For what?" She: "That little blonde hair on your vest."

"I've bought a new tie rattler for the baby." "Why, John, it will be at least 15 years before he will be able to drive a car!"

"I'm astonished to see a big, strong man like you tramping around begging for a lift."

"Believe me, lady, if I could afford an automobile, I wouldn't travel this way."

The mother sent her little boy to take his smaller sister safely to the kindergarten. He was back sooner than she expected.

"Well, dear," she said, "did you treat Mary like a little lady, as I asked you to?"

"Now," replied the youngster, disgustedly, "we cannot that lady-and-gentleman stuff, and I chased her most of the way."

An Oriental paper, having an English section, printed the following notice:

"The news of English we tell the latest. Writ in perfectly style and

most earliest. Do a murder commit, we hear of it, and tell it. Do a mighty chief die, we publish it and in border sombre, Staff has each been college and write like the Kipling and the Dickens. We circle every town and exhortation not for advertisement."

NAMAKA

Mrs. Merigan, accompanied by Mrs. J. W. McIntosh, left on Monday for Mrs. Merigan's home at Longmont, Colorado, where Mrs. McIntosh will spend several weeks' vacation. Mr. Paul Miller is assisting Mr. McIntosh in the store.

Mrs. C. Edwards left on Wednesday for Majorville, accompanied by her father, who will join Mr. Edwards on a fishing expedition near Brooks.

Mr. and Mrs. W. J. Hare and family of Calgary, visited at the home of Mr. and Mrs. Baker over Sunday.

The friends of Mrs. Robert Black will regret to learn she is under the doctor's care in Strathmore. We wish her a speedy recovery.

"BRITISH AUSTRALIA; MONREIL CANADA"

The following letter was sent to the Winnipeg Free Press:

To the Editor:—With a headline like that every good Canadian will want to roll up his sleeves and fight and rightly so. But what are the facts?

Something over 115,000 immigrants entered Australia during the year 1927 and of these more than 92,000 were British. About 20,000 were foreigners, and they came from no less

than 39 different countries, so that the number from each alien source was very small indeed. The majority of Australians are determined that their country shall be kept not only a white man's land, but predominantly British at that.

Now how do we stand in Canada? Yes, Canada, because the alien floods in the West will reach the rest of Canada before long. Let me give your readers only four recent facts:

1. The Saskatoon Star of March 16 reports "In the Canadian National railway programme to date the approximate number of those who have arrived in Winnipeg, the disembarking point, is 2,605. Of these 200 have been British, 450 are Scandinavians, 20 Poles, 100 were Dutch, some 200 were Germans, 500 Hungarians, 150 were Czechoslovaks and 120 were Hungarian. Total, 200 British and 1,705 aliens."

2. Of the total of 855 already settled in Saskatchewan since March 1st, 100 were British, 175 were Scandinavians, 20 Poles, 25 Dutch, 125 Germans, 200 Hungarians, 100 were Poles, 60 Hungarians and 50 were Czechoslovaks. One hundred British out of 855. So much for what the Nationals are doing to populate our country with aliens.

Now what is the Canadian Pacific doing? It is the Canadian Pacific

3. Winnipeg, April 13—"The coming week will see approximately 2,000 new settlers arrive in the West over Canadian Pacific lines. The first special train will arrive in Winnipeg on Monday, made up of well over 700 new settlers almost entirely from central European countries. The second train will arrive next day, having around 350 immigrants, 120 from central Europe, 60 from Scandinavia, and the balance from Great Britain. On Thursday, another solid train-load

of central European immigrants will reach the West, numbering approximately 800." So that, in three days, the C.P.R. dumped into the West 170 British settlers to 1,680 aliens, mostly of central European origin. It is not stated who made up the balance of the 2,000. It is nearly certain they were not British, because, had they been so, the railway companies would have told us of them three times over.

4. A few days ago a trustworthy friend went down to the immigration building in Prince Albert to ascertain what was happening. The register showed that between March 1 and April 21 inclusive, there were 225 arrivals and of these only 18 were British and there was also 1 Dane. All the others were non-preferred Europeans, chiefly Poles.

We have been warned already that the Germans, Hungarians, Poles, Ruthenians, Czechoslovaks, Russians and Roumanians are coming in floods. Will these Canadians who object to the heading of this letter "Monreil Canada" please ask the Premier why he gave these two railways the liberty to de-nationalize this country, nearly three years ago? It will take another two years to stop the flood, even if this iniquitous agreement is abrogated immediately.

GEORGE EXTON LLOYD, Bishop of Saskatchewan, Bishop of Prince Albert, Sask. April 21

PRINCE ERIC QUITS HIS CHICKEN FARM

ALCADIE, Calif.—Prince Eric, of Denmark, has abandoned definitely his promise of chicken farmer and has left with his wife, the former Frances Lott Booth, of Ottawa, Ont., and infant daughter, for his ancestral halls of Europe.

Used Cars

1 1925 FORD COUPE.

2 1921 FORD TOURINGS.

Several Old Cars, \$25.00 and up.

Used Machinery

2 3-Bottom TRACTOR FLOWS.

1 3-Bottom HORSE PLOW.

2 2-Bottom HORSE FLOWS.

1 Stiff-tooth CULTIVATOR.

1 3-hp. ENGINE (friction clutch).

1 15-foot LAND PACKER.

1 10-20 TITAN TRACTOR.

1 12-25 WATERLOO BOY.

HUGHES MOTORS

Strathmore,

Alberta

How Can You Know How Good They Are— unless you try these beverage classics?



BEER - STOUT PALE ALE

AT ALL GOOD HOTELS AND CLUBS

ORDER BY THE CASE FROM YOUR NEAREST AGENT
CALGARY BREWING & MALTING CO. LTD.

This advertisement is not inserted by the Alberta Liquor Control Board nor by the Government of the Province of Alberta.

Order Your Mc allister Lake I-C-E

DELIVERIES TWICE A WEEK
BEGINNING MAY 15.

PERCY WRIGHT

IF YOU WANT THE BEST QUALITY
GROCERIES
at the lowest prices, shop here, or phone 62, and
your order will be promptly delivered.

EVERYTHING IN GROCERIES

M. B. GARRETT

Phone 62. Strathmore, Alta.

THE KING EDWARD HOTEL

The place where we want you to feel at home.

We endeavour to please and aim to give
Service and Courteous Treatment

FRANK MILLER,
Proprietor

Risdon's Machine Shop

STRATHMORE

Little work up to 40 inch diameter. General Machine Work, Cylinder Boring, Planing, Valves, Grinders, Bells Recut, etc. Welding and Brazing. Cast Iron Wells guaranteed to stand more strain than be fore.

— BRING ME THE REMAINS —

AGENTS FOR TWIN CITY TRACTORS AND THRESHERS
COMPLETE STOCK OF PIPE.

Build Up Your Savings

INVEST IN **4 0/0** ALBERTA
DEMAND SAVING
CERTIFICATES

Purchased and redeemed at par
Payable on Demand

For Particulars write or apply to.

HON. R. G. REID W. V. NEWSON
Provincial Treasurer Deputy Prov. Treasurer
PARLIAMENT BUILDINGS, EDMONTON, ALBERTA

Managing Property

— is an important part of the day's work at The
Trusts and Guarantee Company, Limited. The
great volume of trust business brings with it, a pro-
ficiency in caring for realty problems of every
nature.

If you have found your property a burden, here
is the ideal agency for its management.

THE TRUSTS & GUARANTEE COMPANY, LIMITED
220 Eighth Avenue West, Calgary.
H. A. Howard, Manager.

STRATHMORE & BOW VALLEY STANDARD

Published Every Wednesday

Member Western Selected Town Weeklies

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by the writer.

LEGAL AND TABULAR ADVERTISING

All legal advertising charged at the rate of 10 cents per line (nine lines
per inch); all subsequent insertions at 10 cents.

Commercial advertising rates furnished on application.

All advertising charges of copy must be in hands of printer by noon
on Monday or no changes can be made or ads. discontinued.

Notices of entertainments, meetings, sales, etc., at which admission is
charged, articles sold, or a collection taken, with the exception of actual
church services, will be charged for at regular advertising rates.

AUSTRALIA AND NEW ZEALAND BUTTER COMPETITION

There has been considerable agitation
in different sections of Canada in re-
gard to the preference given in the
tariff to Australia and New Zealand
butter. In discussing the question,
the Edmonton Bulletin presents the
following statistics:

Canadian consumption in the course of
a year approximately 250,000,000 lbs.
of butter. During the twelve months
ending with February last the people
of Canada imported from New Zealand
10,947,425 pounds of butter, and from
Australia 28,472 pounds; a total im-
portation from these two dominions
of 11,232,167 pounds. The Australian
treaty was in force throughout this
whole period, and Australia and New
Zealand are the only two countries in
which its provisions apply.

Whatever may be the matter with
the dairy industry in Canada, it seems
clear enough from the figures that
imports under the Australian treaty
played no great part in increasing
the supply and can have exerted no
great influence in depressing the
price. Of 28 pounds per head of but-
ter consumed in Canada, about one
quarter pound came in under the
terms of that convention. The
representation that Australia and New
Zealand butter wrecked the Canadian
industry by flooding the market and
smashing the price is sheer nonsense.
The market has not been flooded
from these quarters, as the figures
show. Neither has the price been
smashed, so far as the consumer can
discover.

THE PARLIAMENTARY MEMBERS WOULD LIKE INCREASE

Stimulated thereto, probably, by
the demand of the judges for higher sal-
aries, members of Parliament are now
advocating gains for an increase of
salary, or indemnity. It is a new illus-
tration of the power of example.
Judges would undoubtedly be highly
paid. Many of them give up lucrative
positions at the Bar and make heavy
financial sacrifices, being somewhat
compensated by prestige and social
influence. Without in any way sug-
gesting that any of our judges are
venal, there is no disputing the
realization that judges should be paid
well enough to place them above the
reach of temptation. From many
points of view there can not be too

PATENT ATTORNEYS

FORD, MILLER & HANVIE
Barristers, Solicitors and Patents
Attorneys for All Countries.
801 Alberta Street, Calgary, Alta.
Patent Drawings and Applications Examined
on Our Own Staff, securing Best and
Prompt Service.

BENNETT, HANNAH & SANFORD
Barristers, Solicitors, Judges.
800-802 Lawrence Building, Calgary.
Alta.

SHORT, ROSS, SHAW & MAYHUGH
Barristers, Solicitors, etc.
Imperial Bank Building, Calgary,
Phone 1111.

MCARDLE & DAVIDSON
Barristers, Solicitors, etc.
118 W. Mcardle W. B. Davidson
306 Maclean Block, Calgary, Alta.
Phone 31429

COLONIAL HOTEL, CALGARY
Weekly rates: Single, \$5, \$6.50;
Double, \$7, \$8.50; bath included.
Well lighted rooms; hot and cold
water throughout. Central, 319
Broadway Avenue East, M2051.

E. V. ROBERTSON
Barrister and Notary Public
101 Herald Building,
Calgary.

same objection to increasing the sal-
aries of judges as there is to adding
to the remuneration of members of
Parliament.

Members of Parliament receive a
seasonal indemnity of four thousand
dollars. In addition, they travel free
on all Canadian railways, as a matter
of right not of favor, and have the
fruition privileges of the mails giving
them free postage, a most valuable
consideration. In return for these
valuable items in money or kind the
members of the House of Commons
are in attendance at Ottawa for three
or four months of the year. That is
to say, each member receives remun-
eration for his attendance at Ottawa,
amounting to about two hundred
and fifty dollars per week, or one thousand
dollars per month, this in addition to
free travelling and postage facilities.
Not bad remuneration as things go
these expensive days.

The real question to be faced in this
case would have to pay this increased
remuneration of members of Parlia-
ment. Strictly speaking, it would
come out of the general revenues of
the country. But actually it would
come out of the pockets of the com-
mon ordinary people, the farmers, the
merchants, the working people and
the professional classes. The cost of
it to the big corporations and indus-
trial companies would be infinitesimal
and never felt by those bodies who,
after all, receive many quids pro quo
from Parliament and members of the
House of Commons. It all peters down
to this basic fact, that taxation ulti-
mately rests on the backs of the com-
mon people of whom, said Abraham
Lincoln, "the good Lord must be very
fond because He made so many of
them."

Statesmen and politicians must be
very fond of the common people, the
ordinary, average, everyday people,
householders, there are so many of them
to tax. As most of us are in receipt of
incomes compared with which one
thousand dollars per month sounds
like bedlam, for of us will
approve of paying the members more.
Let them cut down their long sessions.
The members of Parliament are those
of a century or more ago. "Cut the
excess and come to the horses." One
month's time would serve all the pur-
poses of Parliament and the govern-
ment of the day could then get on
with the business of administering
the country. Our representatives
have the matter all in their own hands,
shorten the time of Parliamentary
sessions, cut the term in two and that
will be equivalent to doubling the
personal indemnity. But spare us,
gentlemen, spare us. We also have
our families to maintain.

SPEND MONEY IMPROVING PARKS AND BOULEVARDS

Everybody loves and admires beauty.
Beauty is one of the distinct forces
that life holds. It is based fundamen-
tally on order, symmetry and harmony.
The color of a flower, the shape of a
cloud or a picture in a masterly picture;
the charm of a beautiful woman—all
these have their universal appeal.
The city or town in which our home
is made should be no less beautiful
in our eyes than the countryside we
repair to in summertime, the mount-
ains or the seashore. Our quest of
beauty should begin where all good
things begin, at home. The commu-
nity reflects the spirit of those who
compose it. If we have beautiful
thoughts, and the inherent love of
beauty which is our portion in the land
of the living, we shall not be content
with a city or town which does not
mirror the beauty that possesses us.
We shall want our home-land (that
blest word) to be beautiful, whole-
some, orderly, healthy, virile, and
a place of which to be proud.

The city or town in which our home
and a blessing to many an unbeauti-
ful community. It holds up an ideal.
It says, "Make the Town Beautiful."

Check and Recheck You'll never approach CHRYSLER '62 Value elsewhere



If you are planning to
spend \$1350 to \$1600 for
a six-cylinder motor car
be certain you are buy-
ing all that your money
should purchase.
Make sure that your
choice embodies all the

new measures of per-
formance, comfort and
value which are in Chry-
sler "62"—measures of
quality hitherto consid-
ered the sole and ex-
clusive attributes of far
costlier cars.

Business Coupe, \$1350; Roadster (with convertible top), \$1370; Tourer,
\$1375; Sedan Sedan, \$1450; Coupe (with convertible top), \$1500; Sedan,
\$1510; Landau Sedan, \$1520. All prices f.o.b. Windsor, Ontario,
including standard factory equipment (weight and taxes extra).

T. MELVIN.

Strathmore, Alberta

THE SAYINGS AND DOINGS OF MANY PUBLIC MEN

"I don't believe in joint ventures,
and I don't believe the United States
should be permitted to have control
of our great waterways." Premier
Taschereau declared at Montreal in an
address in which he summarized
briefly his position on the question
of development of the St. Lawrence
waterway.

The Premier's statement was as fol-
lows: "We have the St. Lawrence River,
and that river must remain Canadian.
The St. Lawrence is big enough for
Canada, and Canada is big enough to
take care of the St. Lawrence."

"I do not want to discuss a ques-
tion that is now before the public as
this one is—but let me say one thing:
"Montreal is at the head of navigation
and must remain at the head of
navigation."

"I don't believe in joint ventures.
And I don't believe the United States
should be permitted to have any con-
trol of our great waterways."
"I am not anti-American. I admire
the Americans, their pluck, their cour-
age—but I believe in Canada."

"I believe in our future, and in our
great natural resources that have been
given to us."

"As long as I head the Government
of the Province of Quebec I shall main-
tain that view."

"I believe we have got to develop
ourselves the natural resources that
God has given us."

Premier Taschereau made the state-
ment during an address before the
fifty-fourth anniversary luncheon of
the St. George's Snowshoe and Curling
Club.

He refers, in the scriptural phrase,
"Beauty for ashes," such a week re-
minds us of the saying that if the
city of the New Jerusalem was to be
kept clean it will only be by every-
body sweeping before their own door.
Hence it will be an incentive
to work hard and enthusiastically for
the place we love.

There is a sacred obligation resting
upon householders to keep the house,
the home, clean. If the full meaning
and significance of home is truly real-
ized it will be seen that home is not
confined within four walls. Home is
where we live, where we find our
work to do and earn our living, where
our loved ones share our life, the
street, the community. Therefore the
lanes, the byways and the highways
should be made clean and kept clean
for the children to play in, and the
children will be healthy and happy.

It is up to Councilor Saunders to
convince sufficient funds from the Town
Council to extend the good-work in
Lambert Park, and get more trees
planted on the boulevards. It will
pay good dividends.

"The wheat pools are today Cana-
da's greatest industries in point of an-
nual turnover, excepting the transcon-
tinental railways," declared E. J. Can-
land, M.P. for Bow River, Alta., in an
address before a Montreal club. "They
are the only thing that exceed us in
value of turnover," he continued. "We
cherish greater ocean spaces than any
other nation in the Dominion, and
while while thing is managed, this
whole policy is dictated by the 'Little
Willie'."

"The total cost to us of the wheat
pool was nine-twentieths of a cent per
bushel for our Provincial pool, and our
total cost of handling our central serv-
ing agency was one-fifth of a cent a
bushel," he said.

"Before the pools, the whole crop
was placed on the market at once. We
now have a steady stream of wheat
at the buyer in three months,"
he said. "Today we distribute it
throughout the demand season. If
there is no demand, we don't offer
it. It is the greatest thing under
heaven for us. It has changed the
whole aspect economically and sub-
stantially, but it has given the farmer con-
fidence."

Canada is in correspondence
through its legation at Washington
with the United States on the question
of tariffs on wheat, livestock and other
natural products, and on the Chicago
water diversion as well as on the St.
Lawrence deep waterways project,
according to the Ottawa correspond-
ent of the Toronto Star, who says,
however, that it is understood that
there is no connection between the
negotiations on the St. Lawrence pro-
ject and on the other matters.

"The matter of lower tariffs on Cana-
dian products has been an ob-
jective of the Canadian legation ever
since it was opened," says the dispatch
"and representations are being made
constantly to the United States. The
wheat wants a reduction in the tariff
on wheat and on livestock, while the
merchants want lower tariffs on fish,
potatoes and other food products."
"In spite of the tariff war, Cana-
dian food products have gone into the
United States in past previous years
and the principal sufferer from the
high tariff is the American consumer
who is beginning to realize it."

"Can the therefore find the time
opportunity to press for reductions,
but is not using the St. Lawrence
project as a club to get them."

David Lloyd George: "We have been
so accustomed to refer all our dis-
putes with the United States as an
international relation that we forget to
realize on either side is ever con-
templated as being within the realm of
human probability."

You Require Protection

Then why not Insure with Canada's Largest and Strongest Life Company?

THE SUN LIFE

ASSURANCE CO. OF CANADA

John Cusack
Strathmore Representative.
King Edward Hotel

Pete DeKort

CARPENTER

Country Work Solicited
STRATHMORE, ALBERTA

FOX CHOKERS FASHIONABLE

for your Spring costume.
Ranging in price from \$30.00 up.
KRAFF THE FURRIER LTD.
M3995 Calgary, Alta. 1905
New location: 232 8th Ave. W.

HOT WEATHER IS NOW HERE!

Don't worry over your cook stove, let us do your baking. Fresh Cakes, Pies and Cookies daily.

PATTEMORE'S BAKERY

Phone 97, Strathmore

Tinsmithing, Plumbing & General Repairs.

Steam and Hot Water Heating.

J. V. MORAN
Strathmore, Alta.

WHEN YOU WEAR A TIERNEY SUIT

You are really dressed up. You get Fit, Quality and Price.

W. G. TIERNEY
The Tailor
Tierney Block, Strathmore

NOTICE TO CLAIMANTS AND CREDITORS

In the matter of the estate of SIMON TORGINSON, late of Chamon, in the Province of Alberta, Farmer deceased.
NOTICE is hereby given that all persons having claims upon the estate of the above named Simon Torginson, who died on the 15th day of February, 1928, are required to file with the undersigned by the 15th day of July, 1928, a full statement, duly verified, of their claims and any security held by them, and that after that date the Executor will distribute the assets of the deceased among the parties entitled thereto, having regard only to claims of which notice has been so filed, or which have been brought to her knowledge.
Filed this 14th day of May, 1928.
T. M. WEARDS
Strathmore, Alberta,
Solicitor for the Executor.

HUB

BILLIARD ROOM & BOWLING ALLEYS
Strathmore

Tobaccos and All Smokers' Necessaries.
'The Home of Real Sport'

R. HAMBLBY, Prop.

AUTOMOBILE INSURANCE

Our Policies cover Theft, Collision, Fire, Liability, etc. You are really protected.

R. L. Lilly Agency
Richard Lilly, Mgr.
Phone 57 Strathmore

FRATERNAL

CANADIAN LEGION

B.E.L.

STRATHMORE

BRANCH

No. 10

Meetings held 2nd Tuesday of each month in the Memorial Hall. All Eligible welcomed as members.

W. S. PATTERSON, S. H. CROWTHER

Sec. Treas.

GREAT WAR MEMORIAL HALL

G. F. Keating, Manager, Phone 89

H. McGregor, Asst. Mgr., Phone 88

Chas. Keating, Secretary-Treasurer

LEGAL AND PROFESSIONAL

J. J. PETRIE

Barriester, Solicitor, and Notary Public.

Suits 2 Mile Block, 23th St. Ave. W.

Calgary.

Strathmore every Saturday

Sindclair & Jull

Barriester, Solicitor, Notaries

MONEY TO LOAN

Offices 200-202 Bay Street, 22nd, 2nd

Avenue West, Calgary.

Strathmore—King Edward Hotel—

Saturday Afternoons

of each week.

DE. HARRIES

Veterinarian

816 5th St. West, Calgary.

Phone M440.

C.P.R. Supply Farm, Strathmore,

Every Thursday.

Hair Mattresses Chatterfield Scales

Made to Order

T. A. HUSSEY

FIRST CLASS UPHOLSTERING

GUARANTEED.

ESTIMATES CHEERFULLY GIVEN

Telephone M919 CALGARY, ALTA.

CHASE & Co.

Funeral Directors and

Embalmers.

STRATHMORE.

Phone 78

Municipal District of Keema,

No. 249

— 0 —

PUBLIC WORK

6,300 cubic yards of excavation and

fill, approximately 2,500 cubic yards

of cut and fill, and the hauling and

installing of 21 culverts.

Plans and specifications may be seen

at the office of Philip Denkin, Alder

able.

Tenders will be received at my office

on or before June 2, 1928.

Lowest or any tender not necessarily

accepted.

FRANK J. EWING.

Secretary-Treasurer

Irricana, Alberta. 28-54

CARD OF THANKS

— 0 —

Rev. E. and Mrs. Langmuir wish to

thank their many friends of Carleton

Place and Blind Creek for the many

kind tributes and expressions of

sympathy in their recent and be-

THESE WANT ADS BRING RESULTS



WANT ADS

Rates for one insertion, 2 cents per word per issue, 1 cent per word each additional issue, minimum charge 50c. Cash must accompany ads.

Livestock

WILL TAKE IN HORSES ON TRAGED for McCormick Deering Tractor. Apply A. O. Myers, Phone R719, Carleton Place, Ont. 15-24

FOR SALE: HOLSTEIN BULL, 3 years old of good stock. Apply H. Van der Loop, Phone 129, Strathmore. 25-54

FOR SALE: EIGHT HEAD FARM fed Work Horses, weight 1,200 lbs and up. Apply A. Van Tighem, 2 miles west Strathmore. 25-54

THOROUGHbred STALLION, Gunway, No. 59, Dark Bay, owned by the Alberta Thoroughbred Association, will stand for the season 1928 at the Kuyvetv Farm, 3 1/2 miles north of Strathmore. Gangway has proven himself a sure sire, possessing lots of quality. Fee \$10.00 for the season, payable at the time of service. For particulars apply W. G. Kuyvetv, Strathmore, Phone 805. 26-54

FOR SALE: YOUNG WEANER PIGS. Apply J. Warrack, Strathmore, Phone 1109. 25-54

FOR SALE: QUANTITY OF Oats. Apply P. Korek, Phone 2211, Strathmore. 25-54

Seed Grain, Hay & Feed HAY FOR SALE, \$10.00 PER TON. Summer pasture 75c per head per month. J. E. Dillabaugh, Nanaka. 25-54

FOR SALE: BARLESS BARLEY has no equal in grain for green feed. A limited amount of seed for sowing. 90% G. J. Shook, Lethbridge, Phone R-236. 25-54

FOR SALE: SIX ROW BARLEY good seedling, 85c per bushel. Mrs. H. Franz, 7 1/2 miles south west Strathmore, Phone R1106. 26-54

Miscellaneous

FOR SALE CHEAP—1 1/2 K.W. Delco Light Plant in good condition. Can be inspected by applying to P. Kearns or H. McGregor, Crown Lumber Co. Aug-248

AGENTS—AT LAST A DISCOVERY. Wonderful preparation really seals punctures without removing tire from rim—different to others. Does not decompose. Guaranteed harmless to rubber. Lasts life of tire. Money maker for agents. Miller made HVS in five weeks. Write for proof and Free trial offer. PALCOSSEL MFG. CO. LTD., Alexandria, Ont. 25-54

FOR SALE: AIR-O-GAS RANGE in perfect condition. Apply E. W. Ling, White's Garage, Strathmore. 25-54

PASTURE: WANTED HORSES and Cattle to Pasture, good grass and plenty of water, one mile east of Langdon. Enquire of Wilber Smith, Phone R897, Langdon. 6-64

SACRED HEART CHURCH — 0 — 1st Sunday of month, Mass at Carleton 9 a.m., Strathmore 11 a.m. 2nd Sunday of month, Mass at Langdon 9 a.m., Strathmore at 11 a.m. PASTOR: MRS. M. A. D. 25-54

ST. MICHAELS AND ALL ANGELS CHURCH — 0 — Whitsunday, May 27th, 1928 8 a.m.—Holy Communion. "Everlasting Life." 12:15 noon—Sunday School. "The Son Sends Help." 7:30 p.m.—Evangelism. "The fruit of the Spirit is Love." Wednesday, Friday and Saturday are Ember Days. REV. T. B. WINTON 25-54

STRATHMORE UNITED CHURCH— Sunday, May 27th, 1928 Nanaka: Sunday School and Public Worship, 11 a.m. Chedoke: Sunday School and Public Worship, 3:30 p.m. Strathmore: Sunday School, 11 a.m. Subject: "Does Church going Pay?" Everyone is invited whether he thinks it pays or not. REV. J. N. WILKINSON 25-54

PASTURE FOR RENT: APPLY H. F. Wagoner, Strathmore, Phone 3317. 25-54

WANTED: SOMEONE TO BREAK half section, payment from crop. Lethbridge district. A. W. Haley, Lethbridge. 6-64

Poultry CANADIAN CHICKS PUREBRED. Today. Thousands hatching every week from Tested, Trapped and Official Inspected Flocks. Males from 213-218 Registered Hens in our Pure Macchi Chickens. 150 per cent. Alive Guarantee. Hatching Eggs, Incubators and Brooders. Call or write for Free Catalogue. Alex. Taylor's Hatchery, 365 Park St., Winnipeg. 26-54

Lost & Found STRAYED: ONE BAY GELDING. Abandoned on right shoulder. Reward. Phone R204, Strathmore. 6-64

LOST: BLACK POCKET BOOK. On Calgary Highway, west of Strathmore. Finder please return to Strathmore Standard. Reward. 25-54

Municipal District of Bow Valley, No. 219. — 0 — TENDERS WANTED

Sealed Tenders will be received by the undersigned up to two o'clock in the afternoon Monday, June 4th, 1928, for the construction of fill across culvert on road allowance between N.E. 11 and N.W. 12-14-24 W. 42. Profile and cross section of the proposed work can be seen at the office of M. D. Bow Valley No. 219, Strathmore, Alta. Tenders will be opened in the office of the M.D. of Bow Valley No. 219 at two o'clock in the afternoon on June 4th, 1928. Lowest or any tender not necessarily accepted. D. N. GARDINER, Secretary-Treasurer. 26-54

SEVEN ADVANTAGES OF ADVERTISING — 0 — (By Dudley W. Watson, P.S.S. P.I.S.A.C.)

There are seven specific advantages inherent to the retail merchant from the use of newspaper advertising:—

1. Getting New Customers. These come naturally from the readers of a newspaper which is constantly extending its circulation and taking your selling message to folk who have not bought your goods before.

2. Widening the Selling Area. This is due to the fact that a newspaper circulates into accessible districts where the influence of your prestige will bear fruit with the aid of the additional push which the advertising affords.

3. Marketing New Lines. By means of newspaper advertising you can easily, quickly, and at low selling cost, interest your customers in new lines you offer or in new departments you are organizing.

4. Holding Old Customers. Persistently used, newspaper advertising reminds old customers of your establishment and prevents them from going elsewhere for routine or casual purchases.

5. Quicker Returns. Systematic newspaper advertising tends to take the fullest possible advantage of seasons of good business, brings back the money invested in stock, together with the profit, more quickly than any other means. The quicker the "turn-over," the less is the residuum of unsalable goods.

6. Dominating the Situation. Advertisements in a newspaper provides the means by which a retailer can stand out above all his fellows, and enable him to lead where others follow.

7. Tiding Over Dull Times. A careful allocation of advertising effort month by month throughout the year enables the trader to be sure of doing some business under all conditions of fluctuating trade.—JERRY EXPRESS.

READ THE WANT ADS.

BLIND DANCERS AT ST. DUNSTON'S HAVE GREAT TIME

LONDON, England—Ball-room and cabaret presented no more joyous appearance than did the St. Marylebone Hall. The stranger dropping in and seeing 150 couples in the mad surge of a modern one-step would not at first have thought there was anything unusual in the occasion.

Yet this carnival of high spirits and good fellowship was unusual. All the men, whyling to only round the floor, were blind. So, too, were all the members of the dance band which thrilled dancers and "wallflowers" alike.

St. Dunstan's were celebrating their 12th birthday. From every part of the land there came very gallant gentlemen who lost their sight in the war. They brought their wives or their sweethearts; in some cases they arrived alone, and found old friends and dance partners in uniformed nurses.

Expert Musicians And they danced beautifully. Nothing too modern, too energetic, for them. Blind dancers clapped their hands and demanded encore dances from the blind players.

Poultry farmers, musicians, telephone men, joiners, shorthand typists and of other callings, they had "re-united," as all old boys do, and they held carnival on a scale of happiness which might well have put others more happily circumstanced, to shame.

"Yes they are indeed wonderful," St. Dunstan's official commented to a newspaper representative, as the

blinded men, with peevish spite, piloted their partners across the crowded floor. "Many of them found their first consolation in dancing, and you could not find better dancing men in town."

"People are still going blind as a result of the war. We have had eight new cases since the beginning of the year—men who have gradually lost their sight. It seems, unfortunately, that we must expect cases like this for a long time."

When Love is Blind "But you see how happy they are. That young-looking boy there, He is married and the father of three children."

"We have four women on our books. Two are munition girls who lost their sight in explosions. The third is a W.R.N. commander, blinded as the result of an accident on board ship. The fourth is a nurse. The loss of her sight was the result of an incident with a violent patient she was nursing in Russia."

"One of these brave blind women has married one of our blind boys, and thank goodness they are all living happily and without care. Another recently became a mother, and is ideal in her domestic life."

But perhaps the very happiest of the St. Dunstan's people is the cheerful young man who not only lost his sight but also his two arms. His actual wounds numbered 140!

His mechanical limbs enable him to feed himself and light the inevitable cigarette. He is an excellent dancer, talks in the manner of an orator, and is in great demand for lectures.

NEW ISSUE

P. Burns & Company, Limited

5 1/2 Per Cent. BONDS

Due 1st June 1948

Price: 99.50 and Interest

6% PREFERRED STOCK

Carrying 25% Common Stock bonus with warrant to purchase 1/4 share for each share of preferred at \$30.00 per share.

Price: 100.00 and Accrued Dividend

We recommend these securities for investment.

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